

Abstract

Title: Marketing mix of Kosagym kickbox club and its improvement suggestions

Objectives: The aim of this thesis is to analyse marketing mix of Kosagym kickbox club and to propose improvement proposals. To analyse the mix, use descriptive and research methods, specifically marketing research of club members, interview and SWOT analysis compilation. To utilize the outputs of these methods and to suggest an improvements of the club's marketing mix.

Methods: The analysis of the mix is performed using descriptive analysis, quantitative and qualitative marketing research through questionnaires, interview, as well as situational analysis through SWOT analysis.

Results: The output of the analysis and marketing research are specific marketing mix elements improvement proposals. The main suggestions are extension and alteration of the structure of offered lessons, forms of discounts, expansion of forms of payment, utilization of direct marketing tools and electronisation of the part of the service process.

Keywords: marketing, marketing research, SWOT analysis, sport services, kickbox